



# **ZYLENTRIX USER ENGAGEMENT REPORT**

**ANALYZING USER ENGAGEMENT ON AN ONLINE LEARNING  
PLATFORM**



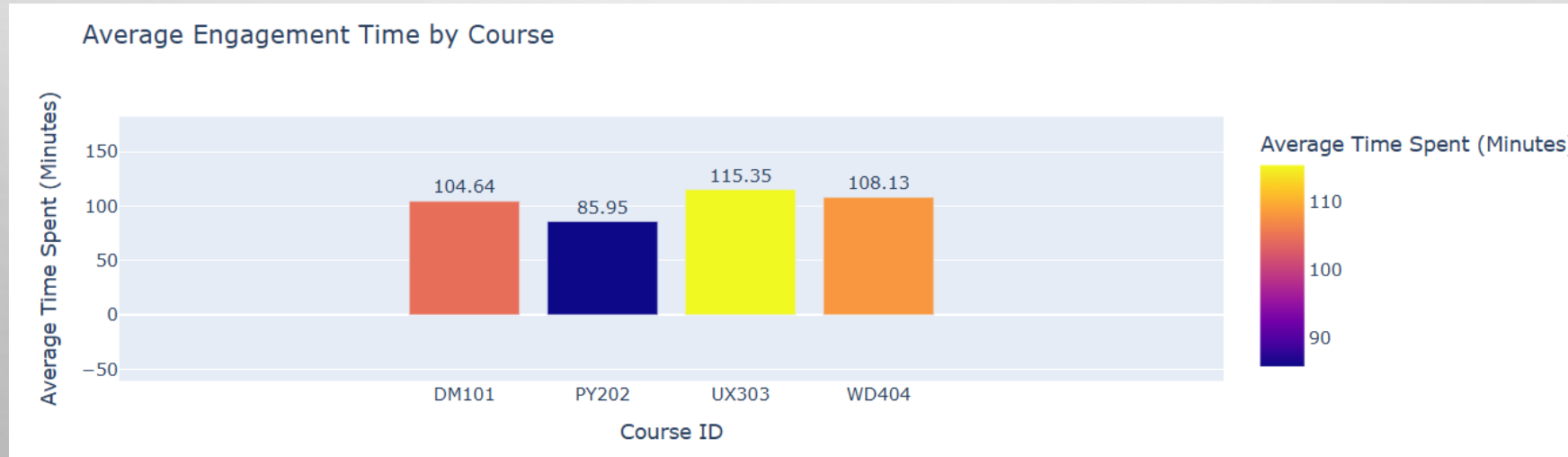
# Top 5 Insights

## Overall Course Completion Rate is Low:

The average completion rate across all courses is 57.38%, suggesting a need for improvement in content delivery, student motivation, or course structure.

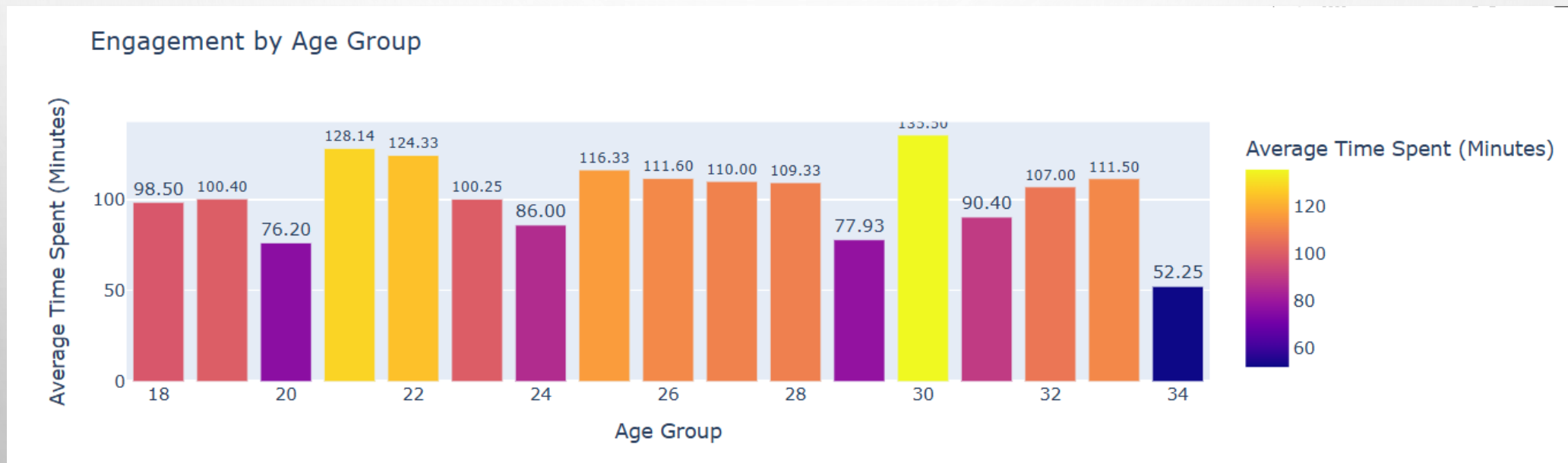
## Engagement Time Varies Significantly Across Courses:

- Highest engagement: Course UX303 with 115.35 minutes average time spent.
- Lowest engagement: Course PY202 with 85.95 minutes.
- This indicates variability in how compelling or accessible each course is.



### Age Affects Engagement and Completion:

- Students aged 30–34 show high engagement (e.g., 135.5 minutes at age 30), while younger students like those aged 20–22 spend less time and show lower completion.
- However, age 29–33 achieves both higher time spent and higher completion percentages, showing this group is highly committed.



### Location-Based Engagement Differences:

- Most engaged city: Bangalore with 110.89 minutes average time spent.
- Highest completion rate: Mumbai at 65.05%, suggesting content may resonate better in certain regions or local support systems matter.

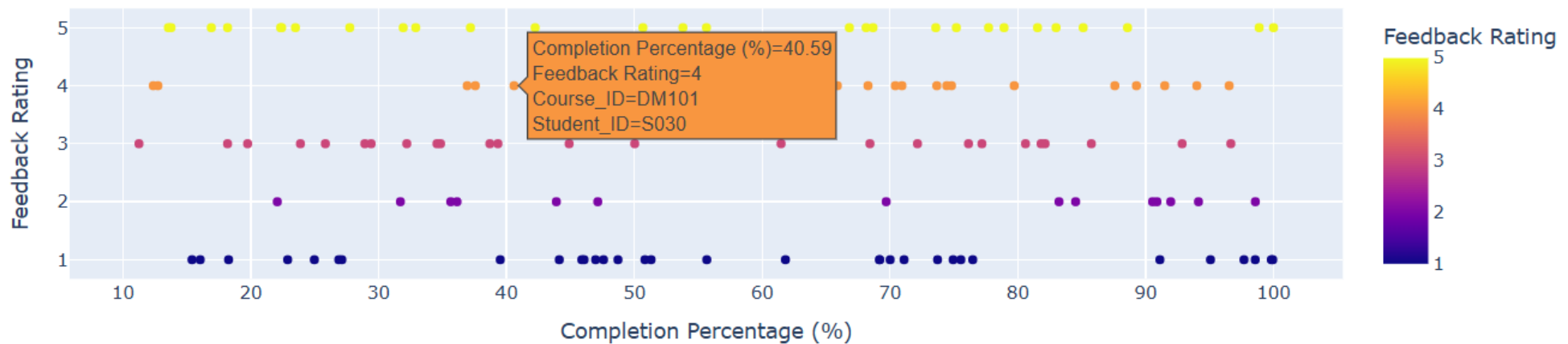
Engagement by Location Group



### Weak Link Between Feedback and Completion:

- The correlation between feedback rating and completion rate is -0.05, indicating almost no linear relationship—suggesting other factors (like motivation, time availability) might impact completion more than feedback alone.

Completion Rate vs Feedback Rating



# Data-Driven Recommendations

- **Redesign Courses with Low Engagement (e.g., PY202):**  
Conduct content reviews, improve interactivity, and offer quick assessments to keep learners motivated. Also, gather detailed qualitative feedback on these courses.
- **Segmented Interventions Based on Demographics:**  
Create personalized learning strategies or marketing campaigns tailored to high-potential segments like 30–33 year-olds or students from Mumbai and Bangalore. These groups show strong engagement and satisfaction.
- **Support Younger and Low-Completion Age Groups:**  
For students aged 18–22, consider mentorship, study groups, or bite-sized content to enhance clarity and retention. Early-stage drop-offs may be reduced with interactive orientation modules.